

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 364873 /		<u>Alt Order #</u> 06867539
<u>Product</u> Tommy Thompson 2012		
<u>Contract Dates</u> 10/25/12 - 10/30/12	<u>Estimate #</u> 3071	
<u>Advertiser</u> Thompson/R/U.S Senate		<u>Original Date / Revision</u> 10/24/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTMJ	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petry-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/25/12	10/26/12	Live at Daybreak-Early	5a-6a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/12	10/28/12	---TF--	2			\$250.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WTMJ	10/22/12-10/28/12	Live at Daybreak-Early	5a-6a	----ThF----	:30		\$250.00	NM		
	See MG 3.3,3.4,3.5,3.6,3.7,3.8											
N 2	WTMJ	10/29/12	10/30/12	Live at Daybreak-Early	5a-6a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/12	11/04/12	MT-----	2			\$250.00				
N 3	WTMJ	10/25/12	10/26/12	Live at Daybreak	6a-7a		:30			NM	7	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/12	10/28/12	---TF--	2			\$550.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	10/22/12-10/28/12	Live at Daybreak	6a-7a	----ThF----	:30		\$550.00	NM		
	See MG 3.3,3.4,3.5,3.6,3.7,3.8											
	3	WTMJ	10/26/12-10/26/12	Fri NBC Prime A	7p-8p	-----F----	:30		\$2,000.00	NM		
	Ⓜ	MG for 7.1,19.2,1.2,9.1,13.1,17.1,11.1,3.1										
	4	WTMJ	10/28/12-10/28/12	Live at 10pm Sunday	10p-1035p	-----Su	:30		\$1,800.00	NM		
	Ⓜ	MG for 7.1,19.2,1.2,9.1,13.1,17.1,11.1,3.1										
	5	WTMJ	10/26/12-10/26/12	The Morning Blend	9a-10a	-----F----	:30		\$150.00	NM		
	Ⓜ	MG for 7.1,19.2,1.2,9.1,13.1,17.1,11.1,3.1										
	6	WTMJ	10/26/12-10/26/12	The Morning Blend	9a-10a	-----F----	:30		\$150.00	NM		
	Ⓜ	MG for 7.1,19.2,1.2,9.1,13.1,17.1,11.1,3.1										
	7	WTMJ	10/27/12-10/27/12	Comedy TV - Saturday	1205am-105am	-----Sa--	:30		\$125.00	NM		
	Ⓜ	MG for 7.1,19.2,1.2,9.1,13.1,17.1,11.1,3.1										
	8	WTMJ	10/27/12-10/27/12	Comedy TV - Saturday	1205am-105am	-----Sa--	:30		\$125.00	NM		
	Ⓜ	MG for 7.1,19.2,1.2,9.1,13.1,17.1,11.1,3.1										
N 4	WTMJ	10/29/12	10/30/12	Live at Daybreak	6a-7a		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/12	11/04/12	MT-----	2			\$550.00				
N 5	WTMJ	10/27/12	10/27/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S-	1			\$300.00				
N 6	WTMJ	10/28/12	10/28/12	Today Show Sunday	7a-8a		:30			NM	1	\$300.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract Dates</u> 10/25/12 - 10/30/12		<u>Product</u> Tommy Thompson 2012
<u>Advertiser</u> Thompson/R/U.S Senate		<u>Estimate #</u> 3071
		<u>Original Date / Revision</u> 10/24/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$300.00			
N 7	WTMJ	10/25/12	10/26/12	Today Show M-F	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	10/22/12-10/28/12	Today Show M-F	7a-9a	----ThF----	:30		\$500.00	NM		
See MG 3.3,3.4,3.5,3.6,3.7,3.8												
N 8	WTMJ	10/29/12	10/30/12	Today Show M-F	7a-9a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$500.00			
N 9	WTMJ	10/25/12	10/26/12	Noon News Rotation	12n-1p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	10/22/12-10/28/12	Noon News Rotation	12n-1p	----ThF----	:30		\$200.00	NM		
See MG 3.3,3.4,3.5,3.6,3.7,3.8												
N 10	WTMJ	10/29/12	10/30/12	Noon News Rotation	12n-1p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$200.00			
N 11	WTMJ	10/25/12	10/26/12	Live at 4:30 News	430p-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	10/22/12-10/28/12	Live at 4:30 News	430p-5p	----ThF----	:30		\$350.00	NM		
See MG 3.3,3.4,3.5,3.6,3.7,3.8												
N 12	WTMJ	10/29/12	10/30/12	Live at 4:30 News	430p-5p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$350.00			
N 13	WTMJ	10/25/12	10/26/12	Live at 5 News	5p-530p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$600.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	10/22/12-10/28/12	Live at 5 News	5p-530p	----ThF----	:30		\$600.00	NM		
See MG 3.3,3.4,3.5,3.6,3.7,3.8												
N 14	WTMJ	10/29/12	10/30/12	Live at 5 News	5p-530p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$600.00			
N 15	WTMJ	10/27/12	10/27/12	Live at 5 Saturday	5p-530p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$400.00			
N 16	WTMJ	10/28/12	10/28/12	Live at 5 Sunday	5p-530p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$400.00			
N 17	WTMJ	10/25/12	10/26/12	Live at 6 News	6-630p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$650.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	10/22/12-10/28/12	Live at 6 News	6-630p	----ThF----	:30		\$650.00	NM		
See MG 3.3,3.4,3.5,3.6,3.7,3.8												
N 18	WTMJ	10/29/12	10/30/12	Live at 6 News	6-630p		:30			NM	2	\$1,300.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$650.00			
N 19	WTMJ	10/25/12	10/26/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$1,250.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WTMJ	10/22/12-10/28/12	Live at 10pm M-F	10p-1035p	----ThF----	:30		\$1,250.00	NM		
See MG 3.3,3.4,3.5,3.6,3.7,3.8												
N 20	WTMJ	10/29/12	10/30/12	Live at 10pm M-F	10p-1035p		:30			NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$1,250.00			
N 21	WTMJ	10/27/12	10/27/12	Live at 10pm Saturday	10p-1030p		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,250.00			
N 22	WTMJ	10/28/12	10/28/12	Live at 10pm Sunday	10:30-11:05pm		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,250.00			
Totals											36	\$21,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	20	\$12,600.00	\$10,710.00
10/29/12 - 10/30/12	16	\$8,700.00	\$7,395.00
Totals	36	\$21,300.00	\$18,105.00

Signature: _____ **Date:** _____

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